

## CLAIMS

1. A method of communicating electronic information using a browser, the method comprising the steps of:

5       a. invoking the browser in a display device;  
b. accessing a web page by specifying a URL in the browser;  
c. retrieving a saved preference setting for the URL from a memory;  
d. applying the retrieved preference setting to the web page; and  
e. displaying the web page on the browser.

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2. The method of claim 1 wherein the saved preference settings are text and/or graphics settings.

3. The method of claim 1 wherein the web page is displayed on a display other than a computer monitor selected from a television screen, a cell phone, and a personal data assistant.

15       4. The method of claim 1 wherein the URL is specified in the browser by entering the URL in an address box field in the web browser, by clicking on a hyperlink, or by selecting a favorite or bookmark from a stored list.

5. A method of displaying a web page with user-preferred formatting for that web 20 page, the method comprising the steps of:

25       a. upon receipt of format selections for a displayed web page, storing the format selections in association with a URL for the displayed web page;  
b. upon receiving a next request for the same URL, retrieving the previously selected formats for the URL; and  
c. displaying the web page with the previously selected formats.

6. The method of claim 5 wherein the formats are text and graphics sizing.

7. The method of claim 6 wherein the web pages are displayed on a display other than a computer monitor selected from a television screen, a cell phone, and a personal data assistant.

30       8. The method of claim 5 wherein the request for the same URL is obtained by a user click on a hyperlink in a different web page, by a user entering the URL in an address box on a web browser, or by a user selecting a favorite or bookmark from a stored list.

9. The method of claim 5 wherein previously selected formats are stored in association with corresponding URLs in a history registry and/or with corresponding URLs in a favorites registry.
10. The method of claim 5 wherein previously selected formats are stored in association with corresponding URLs in a history registry and/or with corresponding URLs in a favorites registry.
11. A system for processing requests for web pages comprising
  - a. means to fetch a web page upon receipt of a URL request;
  - b. means to receive format preferences for the fetched web page;
  - c. means to store the received format preferences for the fetched web page in association with the corresponding URL;
  - d. means to retrieve the format preferences upon receipt of a subsequent open request for the same URL and to deliver the corresponding web page with the format preferences.
12. The system of claim 7 wherein the format preferences text preferences and/or graphics preferences.
13. The system of claim 7 comprising a microprocessor, application program, storage, and I/O components.
14. The system of claim 9 further comprising a display selected from a television screen, a cell phone display, and a personal data assistant display.
15. The system of claim 7 having means to deliver a web browser to a display, means to receive user selections, and means to format web pages according to stored user preferences associated with a corresponding URL.
16. A computer program embodied on a computer readable medium for displaying a web page with user-preferred formatting for that web page, the program comprising:
  - a. a code segment for receiving format selections for a displayed web page, and storing the format selections in association with a URL for the displayed web page;
  - b. a code segment for receiving a next request for the same URL, and for retrieving the previously selected formats for the URL; and
  - c. a code segment for displaying the web page with the previously selected formats.

17. The computer program of claim 15, wherein the code segment for receiving the format selections stores the format selections in a primary memory.
18. The computer program of claim 15, wherein the code segment for receiving the format selections stores the format selections in a secondary memory.
- 5 19. The computer program of claim 15, wherein the code segment for receiving the format selections stores the format selections in association with corresponding URLs in a history registry and/or with corresponding URLs in a favorites registry.
- 10 20. The computer program of claim 15, wherein the code segment for receiving the next request for the same URL receives the next request from a user clicking on a hyperlink in a different web page, entering the URL in an address box on a web browser, or selecting a favorite or bookmark from a stored list.
21. The computer program of claim 15, wherein one of the format selections is text size.